



01-03-01

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## UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.

SNY-P4164

## TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of ( ) application identifier or (X) first named inventor, PETER RAE SHINTANI, entitled Targeted Advertising During Playback of Stored Content, for a(n):

(X) Original Patent Application.

( ) Continuing Application (prior application not abandoned):

( ) Continuation ( ) Divisional ( ) Continuation-in-part (CIP)  
of prior Application No. \_\_\_\_\_, filed on \_\_\_\_\_.

( ) A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

(X) Specification; 40 Total Pages (X) Drawing(s); 5 Total Sheets.

(X) Oath or Declaration:

(X) A Newly Executed Combined Declaration and Power of Attorney

(X) Signed. ( ) Unsigned. ( ) Partially Signed.

( ) A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).

( ) Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated herein by reference.

( ) Signed Statement Deleting Inventor(s) Named in the Prior Application (37 CFR § 163(d)(2)).

( ) Power of Attorney. (X) Return Receipt Postcard

( ) Associate Power of Attorney. (X) A Check in the amount of \$ 2168.00 for the Filing Fee.

( ) Preliminary Amendment. ( ) Information Disclosure Statement and Form PTO-1449

( ) A Certified Copy of Priority Documents (if foreign priority is claimed)

( ) Statement(s) of Status as a Small Entity.

( ) Statement(s) of Status as a Small Entity Filed in Prior Application, Status Still Proper and Desired

( ) Credit Card Payment Form. Charge any under payment or credit overpayment to deposit account # 501267.

(X) Other: Assignment AND cover sheetJC878 U.S.P.T.O.  
09/15/2008

01/02/01

CLAIMS AS FILED				
FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	81	61	\$18.00	\$1,098.00
Independent Claims	7	4	\$80.00	\$320.00
Multiple Dependent Claim Fee (if applicable)				\$0.00
Assignment Recording Fee (if applicable)				\$40.00
Basic Filing Fee				\$710.00
			Total Filing Fee	\$2,168.00

The Commissioner is hereby authorized to charge any fees required or credit any overpayment to this Deposit Account 501267. A duplicate copy of this sheet is enclosed for fee processing against this Deposit Account.

Respectfully submitted,

By:

Jerry A. Miller, Reg. No. 30779Date: 12/29/00

Correspondence Address.

CUSTOMER NUMBER 24337

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I hereby certify that the above items are being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 CFR § 1.10 on the date indicated below and is addressed to:

Assistant Commissioner for Patents  
Box Patent Application  
Washington, D.C. 20231

By: Catherine N. Miller

Typed Name: Catherine N. Miller

Express Mail Label No.: EJ859001705US

Date of Deposit: 01/02/01